



## MAKING FRESH TRACKS FOR EASTER SEALS KIDS



# Event 101

In support of:



Hosted by:



# Welcome!

On behalf of the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon, thank you for taking the first step towards hosting a Snowarama event to raise money for families and kids with disabilities in your community.

By hosting a Snowarama event you are helping raise much needed funds for Easter Seals services in BC including Vancouver Easter Seals House and Easter Seals Camp for children and young adults with disabilities.

This guide book includes everything you need to begin organizing your Snowarama event. In it you will find:

- ❄ **Easter Seals BC/Yukon General Information**
- ❄ **Event Timeline & Checklist - Planning your Snowarama Event**
- ❄ **What to do after your Snowarama Event**
- ❄ **About Snowarama**
- ❄ **Contact Information**



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# Making a difference



Snowarama raises money for Easter Seals BC/Yukon which operates services throughout BC including the Vancouver Easter Seals House and Easter Seals Camp. Your Snowarama fundraising efforts helps the hundreds of families who rely on these services.

## Easter Seals House

Easter Seals House provides a low cost, caring place to stay for families when they have to travel to get medical treatment or hospital emergencies. With professional staff, large rooms, activity-filled playrooms and a supportive atmosphere, we strive to help both families and individual patients through trying times. For hundreds of families every year, Easter Seals Houses provide a home away from home.



Easter Seals House  
Vancouver

**Each year over 30,000 bednights are filled at the Easter Seals House Vancouver.**



"Thank-you for giving us the opportunity to stay with you while our son was a patient at Children's Hospital. Not having to worry about where we were staying or travelling long distances, gave us the chance to focus our energy and attention where it was most needed....on our beautiful boy Carter. He has since recovered and is back to his vibrant and cuddly self." Jen, Neil, Isaiah and Carter B.

# Making a difference



## Easter Seals Camp



Every summer children and young adults with disabilities attend our Easter Seal Camp. This camp is open to individuals between the ages of 6 -29 with cognitive and/or physical disabilities. The cost to send a child or young adult to a one week camp session is \$3,700. Thanks to funds raised at events like Snowarama we are able to make the camping program accessible to so many families by offering them the full camp experience at a highly reduced rate.

At camp the focus is on each individual's abilities rather than their disabilities. The camp is programmed to challenge campers to try activities they would normally not be able to do like climb a climbing wall, swing on a giant swing, perform in a talent show and more. These experiences help give campers the confidence, skills and abilities to live happy and fulfilling lives.

"Lisa has never had a sleep over, a real friend or a real birthday party. She has never been invited to a party. She can't celebrate within the confines of our idea of "party" despite every effort her small family, school and care workers have made. Lisa has never been so accepted, welcomed, encouraged and been made so absolutely happy in her entire life as she was at camp.

I cannot applaud Camp enough for giving my daughter a chance to hang out, have a camp fire, sing songs in a group, share meals, have new adventures and be included naturally. The way making friends and enjoying life is supposed to be... easy." - proud mom Debbie





# Event Timeline & Checklist

## Planning Your Snowarama

### TWO MONTHS PRIOR

Done	Task	Notes
	Recruit help to organize and coordinate fundraising	
	Set a date to hold your Snowarama event	
	Decide on a location and obtain municipal permits if necessary	
	Set a fundraising goal and develop a plan to reach it	
	Choose a course, ride format and activities	
	Develop a program for kids if so desired	
	Begin solicitation of prizes for your Snowarama. Ask local businesses to donate a prize or sponsor your event	
	Distribute the pledge sheets to Snowarama participants	

### ONE MONTH PRIOR

	Send out Pre-event Media Releases to community newspapers, radio stations and TV Stations	
	Confirm the awards categories and the prizes to be awarded. Order or create the awards and trophies	
	Prepare a Snowarama Event Day program or a basic program flyer (optional). Include registration time, event locations, breakfast and lunch times, activities information, a contact number to obtain pledge forms or to make a pledge	
	Distribute Snowarama posters to community halls, snowmobile dealerships, malls, and retailers	
	Begin grooming the trails	

### TWO WEEKS PRIOR

Done	Task	Notes
	Prepare event signage, such as the sponsor thank you board. Pick up major sponsor banners	
	Distribute or mail the Snowarama Event program or flyer to potential participants and sponsors (if one is done)	
	Schedule a committee meeting to finalize all event-day activities. Recruit additional volunteers if necessary	
	Send out a Media Alert (see the Hometown Press Kit for a sample) and follow-up by phone	

# Event Timeline & Checklist

## Planning Your Snowarama

### ONE WEEK PRIOR

	Collect completed pledge forms, funds collected and signed waiver forms for all Snowarama participants	
	Groom trails and hills for Snowarama. Prepare and secure trail signage	
	Organize a crew to handle the post-event clean-up	

### DAY OF Event

	Collect outstanding pledge forms, funds and signed waiver forms from riders before Snowarama begins	
	Ensure the people designated to specific tasks are in attendance	
	Enjoy the ride, games, food and awards ceremonies	
	Thank sponsors and media in attendance	
	Complete clean-up	

### AFTER YOUR Event

Done	Task	Notes
	Gather all participant pledges, add up the totals, complete the pledge summary form and Post Event report form in this package.	
	Mail thank you letters to local sponsors, committee members, your media contacts and volunteers. Include personalized Snowarama Certificates of Appreciation with your letters	
	Send out final Media Release to radio stations and community newspapers to inform them of the success of Snowarama and how much was raised. Include an event photo for the newspaper if a newspaper photographer did not attend the event	
	Package up the following materials and mail them to the Easter Seals BC/Yukon at 132 - 328 Wale Road, Victoria, BC V9B 0J8 All completed pledge forms Post Event Report Funds collected from fundraising and pledge collectors Completed Donor draw stubs Completed Participant draw stubs	

# After your Event - Handing in Funds

Once you have completed your Snowarama event and collected all the donations, you need to return funds back to Easter Seals BC/Yukon before April 28, 2019.

Bellow are step by step instructions on how to wrap up your Snowarama event.

**1. Determine how much money you have raised by adding up the sum of all the pledges and fundraising dollars collected at the event. Don't forget to tell participants and donors how much they helped raise!**

**2. Complete the pledge summary form and the post event report found on and send it to the Easter Seals BC/Yukon office with the funds raised from your Event.**

**3. Thank your participants, donors, sponsors and any media who supported the event. Send out thank you certificates and personalized thank you messages.**



# About Snowarama

- ❄ BCSF Snowarama is a third party grassroots community event hosted by member clubs of the BC Snowmobile Federation. Each individual BCSF club organizes Snowarama in their own community with the assistance of BCSF to raise money for Easter Seals BC/ Yukon services.
- ❄ BCSF Snowarama events can be a variety of formats. Some clubs have members collect pledges and then do a ride and barbecue. Other clubs might to a poker run or scavenger hunt. It is up to each member club to decide what they would like to do as their Snowarama event.
- ❄ BCSF Snowarama is a family-oriented event that includes parents, children, grandparents, friends and neighbors. Snowarama activities are not designed to be competitive, but as safe, enjoyable events within each community.
- ❄ People who do not ride snowmobiles can become involved in Snowarama as volunteer organizers, event sponsors or pledge collectors. Sometimes local dealerships lend snowmobiles to the event to enable non-riders the use of a snowmobile.
- ❄ Clubs that host Snowarama events are encouraged to contact local media to help increase awareness about their event and the cause.



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# Contact Us

BC Snowmobile Federation  Website: <a href="http://www.BCSF.org">www.BCSF.org</a>		PO Box 277, Keremeos, BC V0X 1N0 Office Hours: Mon thru Fri 8:30am - 4:30pm Toll-free: 1-877-537-8716 Phone: 250-499-5117 Fax: 250-499-2103 Email: <a href="mailto:office@bcsf.org">office@bcsf.org</a>
Easter Seals BC/Yukon Snowarama Coordinator  Website: <a href="http://www.eastersealsbcy.ca">www.eastersealsbcy.ca</a>	Shannon Bernays	Easter Seals BC/Yukon 132-328 Wale Road, Victoria, BC V9B 0J8 Phone: 1-250-370-0518 or 1-888-868-2822 Fax: 778-265-3398 Email: <a href="mailto:sbernays@eastersealsbcy.ca">sbernays@eastersealsbcy.ca</a>



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